

Limitations Realized by the Extension Educationists to Popularize Mobile Technology to Transfer Agricultural Information

A.P. Shukla^{1*} and N.B. Chauhan²

¹Sardar Patel Agricultural Educational Museum, Anand Agricultural University,
Anand- 388110, India

²Department of Extension Education, B.A.C.A., Anand Agricultural University,
Anand- 388110, India

**Corresponding author*

ABSTRACT

The study was conducted on a random sample of 150 extension educationists working at State Agricultural Universities of Gujarat State to know the limitations realized by them to popularize mobile technology to transfer agricultural information. The data were collected by personal contacts. Major limitations realized by the extension educationists to popularize mobile technology to transfer agricultural information were in descending order of ranks were Issue of mobile coverage in isolated rural area, Language barrier to operate/use the mobile services and applications, Difficult to popularize mobile communication amongst low educated and illiterate farmers, Difficult to popularize it amongst the old aged farmers, Difficult to update timely daily and frequently changeable information, Lack of mobile repairing facility in rural area, Difficult to establish low cost affordable mobile service system, Difficult to popularize amongst the farmers with mobile anxiety, Difficult to convey messages in expected form in simple mobile, Lack competence about mobile operating among different aged farmers, Difficult to popularize mobile communication coordinating contents of various developmental departments working for rural and farmers, Difficult to popularize it amongst the farmers with low income, Lack of electricity for charging mobile in rural area, Difficult to change mindset of farmers, Regular updates of information is impractical unless special department to do exclusive work of TOT through mobile is established.

Keywords

Mobile,
Transfer of
Technology,
Limitations.

Article Info

Accepted:
14 May 2017
Available Online:
10 June 2017

Introduction

Information plays an immense role in our society and its large scale dissemination through highly perfected communication media constitute. The present agricultural strategy in India calls for speedy dissemination of agricultural know-how to the farming community. The fast changing agricultural technology demands for more and more information to be transmitted to ever increasing volume of clientele. Mobile

Technology due to its mass nature promises to satisfy the informational and entertainment needs of the masses in general and farmers in particular. Considering the popularity and the usefulness of Mobile Technology in different fields like entertainment and advertisement, it needs to be popularized to transfer agricultural technologies from research stations to ultimate users. The Mobile Technology in agriculture can play a crucial

role among researcher, extension educationists and farmers. Extension educationists are the most active participants in the transmission of agricultural information. They have expertise and knowledge about significance and limitations of various media in transferring agricultural technology from its origin to real users. While considering Mobile Technology for agricultural development and communication, there are many limitations realized by them in using this system in transferring agricultural information to its real users. Understanding this fact, a study was conducted with following objective

The main objective of this study is to analyze the Limitations realized by the Extension Educationists to popularize Mobile Technology to transfer agricultural information.

Materials and Methods

The study was conducted on a random sample of 150 extension educationists working at SAUs of Gujarat state. The data were collected by personal contacts. The data thus, collected were classified, tabulated and analyzed in order to make the finding meaningful. The statistical measures, such as percentage and mean score were used to analysis data.

Results and Discussion

The agricultural extension educationists are regarded as the useful human resource for the overall development of agrarian country like India. They are recognized as engineers to develop agriculture and rural India. The suggestion and opinion from such human resources is the key to the success of any agricultural development. To understand

limitations realized by the extension educationists to Popularize Mobile Technology to Transfer Agricultural Information, data was collected and presented in table 1.

It can be seen that major limitations realized by the extension educationists of SAUs of Gujarat in transferring agricultural innovations through mobile technology in descending order of ranks were Issue of mobile coverage in isolated rural area, Language barrier to operate/use the mobile services and applications, Difficult to popularize mobile communication amongst low educated and illiterate farmers, Difficult to popularize it amongst the old aged farmers, Difficult to update timely daily and frequently changeable information, Lack of mobile repairing facility in rural area, Difficult to establish low cost affordable mobile service system, Difficult to popularize amongst the farmers with mobile anxiety, Difficult to convey messages in expected form in simple mobile, Lack competence about mobile operating among different aged farmers, Difficult to popularize mobile communication coordinating contents of various developmental departments working for rural and farmers, Difficult to popularize it amongst the farmers with low income, Lack of electricity for charging mobile in rural area, Difficult to change mindset of farmers, Regular updates of information is impractical unless special department to do exclusive work of TOT through mobile is established, Difficult to popularize employing the old aged extension personals, Difficult to convey information in detail, Difficult to popularize it amongst the farmers with heterogeneous interest and needs, Lack of interest shown by the private agencies or organization and Irrelevant contents.

Table.1 Limitations realized by the extension educationists to popularize mobile technology to transfer agricultural information

(n=150)

SR	Limitations	Mean Score	Rank
1	Issue of mobile coverage in isolated rural area	1.53	1 st
2	Language barrier to operate/use the mobile services and applications	1.43	2 nd
3	Difficult to popularize mobile communication amongst low educated and illiterate farmers.	1.39	3 rd
4	Difficult to popularize it amongst the old aged farmers	1.36	4 th
5	Difficult to update timely daily and frequently changeable information	1.33	5 th
6	Lack of mobile repairing facility in rural area	1.30	6 th
7	Difficult to establish low cost affordable mobile service system	1.29	7 th
8	Difficult to popularize amongst the farmers with mobile anxiety	1.27	8 th
9	Difficult to convey messages in expected form in simple mobile	1.24	9 th
10	Lack competence about Mobile operating among different aged farmers	1.23	10 th
11	Difficult to popularize mobile communication coordinating contents of various developmental departments working for rural and farmers.	1.23	10 th
12	Difficult to popularize it amongst the farmers with low income	1.23	10 th
13	Lack of electricity for charging mobile in rural area	1.21	11 th
14	Difficult to change mindset of farmers	1.20	12 th
15	Regular updates of information is impractical unless special department to do exclusive work of TOT through mobile is established	1.15	13 th
16	Difficult to popularize employing the old aged extension personals	1.03	14 th
17	Difficult to convey information in detail.	0.99	15 th
18	Difficult to popularize it amongst the farmers with heterogeneous interest and need	0.83	16 th
19	Lack of interest shown by the private agencies or organization	0.83	16 th
20	Irrelevant contents	0.74	17 th

The results are matching with the recommendations given by Molony (2008), Syiem and Saravanan (2015), Shankaraiah and Swamy (2012), Shiang *et al.*, (2012), Hosseini *et al.*, (2009), Ahmed and Elder (2009).

It can be concluded from the result that major limitations realized by the extension educationists of SAUs to popularize mobile technology to transfer agricultural

information were Issue of mobile coverage in isolated rural area, Language barrier to operate/use the mobile services and applications, Difficult to popularize mobile communication amongst low educated and illiterate farmers, Difficult to popularize it amongst the old aged farmers, Difficult to update timely daily and frequently changeable information, Lack of mobile repairing facility in rural area, Difficult to establish low cost affordable mobile service system.

Acknowledgement

Understanding significance of mobile technology in area specific farming needs of the farmers, there is a need to tackle all the limitations realized by the extension educationists and serious efforts should be started to popularize mobile technology among the farmers of our country.

References

- Ahmed Tareq, R., and Elder, L. 2009. Mobile Phones and Development: An Analysis of IDRC-Supported Projects. *EJISDC: Electronic J. Inf. Syst. Dev. Countries*, 36(2): 1-16.
- Hosseini, S.J.F., Niknami, M., and Chizari, M. 2009. To determine the challenges in the application of ICTs by the agricultural extension service in Iran. *J. Agri. Ext. Rural Dev.*, 1(1): pp: 27-30.
- Molony, T. 2008. Running out of credit: The limitations of mobile telephony in a Tanzanian agricultural marketing system. *J. Modern Afr. Stud.*, 46(4), pp: 637-658.
- Shankaraiah, N. and Swamy, B.K.N. 2012. Attitude of Farmers and Scientists towards Dissemination of Technologies through Mobile Message Service (MMS), *Trop. Agri. Res.*, 24(1): 31 – 41.
- Shiang-Yen, T., Wei, L.H., Osman, M.A., and Malim, N. 2012. Exploring the potential of applying information and communication technology among the farming community in Malaysia. *In: The proceeding of international Conference on the Computing Technology and Information Management (ICCM) April 24- 26. 2012. Seoul, Korea.*
- Syiem, R. and Saravanan, R. 2015. Access and Usage of ICTs for Agriculture and Rural Development by the tribal farmers in Meghalaya State of North-East. *India J. Agri. Informatics*, 6(3): 24-41.

How to cite this article:

Shukla, A.P. and Chauhan, N.B. 2017. Limitations Realized by the Extension Educationists to Popularize Mobile Technology to Transfer Agricultural Information C. *Int.J.Curr.Microbiol.App.Sci*. 6(6): 720-723. doi: <https://doi.org/10.20546/ijcmas.2017.606.084>